



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Elmore, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Midland Crowd	27.8%	Population	78,732	87,551
Southern Satellites	19.2%	Households	27,631	31,132
Green Acres	9.6%	Families	21,117	23,599
Up and Coming Families	9.1%	Median Age	36.8	37.8
Heartland Communities	5.4%	Median Household Income	\$49,149	\$54,492

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	65	\$1,752.89	\$48,434,126
Men's	65	\$324.06	\$8,953,985
Women's	62	\$582.60	\$16,097,789
Children's	76	\$315.23	\$8,710,129
Footwear	54	\$259.30	\$7,164,627
Watches & Jewelry	78	\$174.17	\$4,812,380
Apparel Products and Services ¹	77	\$97.54	\$2,695,216
Computer			
Computers and Hardware for Home Use	76	\$158.95	\$4,391,942
Software and Accessories for Home Use	74	\$21.36	\$590,218
Entertainment & Recreation	83	\$3,093.25	\$85,469,465
Fees and Admissions	72	\$447.81	\$12,373,359
Membership Fees for Clubs ²	76	\$125.77	\$3,475,282
Fees for Participant Sports, excl. Trips	72	\$81.69	\$2,257,062
Admission to Movie/Theatre/Opera/Ballet	69	\$103.14	\$2,849,920
Admission to Sporting Events, excl. Trips	74	\$45.02	\$1,243,994
Fees for Recreational Lessons	72	\$91.75	\$2,535,064
Dating Services	75	\$0.44	\$12,037
TV/Video/Sound Equipment	79	\$1,136.46	\$31,401,595
Community Antenna or Cable TV	83	\$611.39	\$16,893,402
Televisions	74	\$218.53	\$6,038,220
VCRs, Video Cameras, and DVD Players	82	\$27.13	\$749,492
Video Cassettes and DVDs	79	\$51.63	\$1,426,680
Video Game Hardware and Software	78	\$28.11	\$776,840
Satellite Dishes	95	\$1.06	\$29,296
Rental of Video Cassettes and DVDs	79	\$40.21	\$1,111,021
Streaming/Downloaded Video	68	\$0.55	\$15,090
Sound Equipment ³	72	\$153.49	\$4,241,072
Rental and Repair of TV/Radio/Sound Equipment	75	\$4.36	\$120,482
Pets	94	\$417.95	\$11,548,312
Toys and Games	83	\$124.32	\$3,435,209
Recreational Vehicles and Fees ⁴	108	\$472.28	\$13,049,486
Sports/Recreation/Exercise Equipment ⁵	77	\$166.75	\$4,607,606
Photo Equipment and Supplies ⁶	82	\$104.60	\$2,890,328
Reading ⁷	78	\$223.07	\$6,163,570
Food	80	\$6,673.72	\$184,401,571
Food at Home	81	\$3,950.22	\$109,148,637
Bakery and Cereal Products	81	\$547.57	\$15,129,843
Meat, Poultry, Fish, and Eggs	81	\$995.06	\$27,494,614
Dairy Products	81	\$451.37	\$12,471,890
Fruit and Vegetables	77	\$637.99	\$17,628,229
Snacks and Other Food at Home ⁸	82	\$1,318.23	\$36,424,061
Food Away from Home	79	\$2,723.50	\$75,252,934
Alcoholic Beverages	72	\$428.72	\$11,845,997
Nonalcoholic Beverages at Home	84	\$370.15	\$10,227,508



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	69	\$699.51	\$19,328,139
Vehicle Loans	91	\$5,245.70	\$144,943,849
Health			
Nonprescription Drugs	91	\$102.69	\$2,837,475
Prescription Drugs	91	\$517.51	\$14,299,309
Eyeglasses and Contact Lenses	86	\$66.41	\$1,834,860
Home			
Mortgage Payment and Basics ⁹	79	\$7,240.00	\$200,048,325
Maintenance and Remodeling Services	76	\$1,579.81	\$43,651,863
Maintenance and Remodeling Materials ¹⁰	97	\$401.67	\$11,098,670
Utilities, Fuel, and Public Services	85	\$3,873.36	\$107,024,931
Household Furnishings and Equipment			
Household Textiles ¹¹	78	\$109.26	\$3,018,957
Furniture	76	\$497.52	\$13,747,082
Floor Coverings	79	\$77.06	\$2,129,336
Major Appliances ¹²	86	\$258.48	\$7,142,031
Housewares ¹³	74	\$69.73	\$1,926,736
Small Appliances	81	\$28.66	\$791,997
Luggage	70	\$7.02	\$193,869
Telephones and Accessories	65	\$28.29	\$781,716
Household Operations			
Child Care	77	\$314.97	\$8,703,069
Lawn and Garden ¹⁴	87	\$367.97	\$10,167,458
Moving/Storage/Freight Express	76	\$39.56	\$1,092,987
Housekeeping Supplies ¹⁵	84	\$642.37	\$17,749,463
Insurance			
Owners and Renters Insurance	91	\$447.22	\$12,357,072
Vehicle Insurance	83	\$1,159.94	\$32,050,427
Life/Other Insurance	88	\$508.31	\$14,045,164
Health Insurance	87	\$1,756.00	\$48,519,937
Personal Care Products ¹⁶	80	\$347.79	\$9,609,714
School Books and Supplies ¹⁷	74	\$86.85	\$2,399,857
Smoking Products	89	\$402.94	\$11,133,616
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	86	\$4,444.72	\$122,812,194
Gasoline and Motor Oil	88	\$2,230.18	\$61,622,026
Vehicle Maintenance and Repairs	82	\$810.10	\$22,383,785
Travel			
Airline Fares	70	\$292.42	\$8,079,926
Lodging on Trips	78	\$330.60	\$9,134,764
Auto/Truck/Van Rental on Trips	69	\$26.98	\$745,429
Food and Drink on Trips	78	\$366.37	\$10,123,242

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.